



Office of Public Instruction
Linda McCulloch, Superintendent
PO Box 202501
Helena, MT 59620-2501

2006-2007
**Tobacco Use Prevention
Grant Award Announcement**

School-based Tobacco Use Prevention Program

Grant Application

Application Deadline: May 26, 2006

Interested applicants may contact Cheri Seed for technical assistance or questions regarding the application process at:

Telephone: (406) 444-0785 ~ E-mail: cseed@mt.gov



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School-based Tobacco Use Prevention Program

This application packet contains all the guidelines, program components and forms for applying for competitive tobacco use prevention and education funds for school-based programs.

- **Part I** contains general information, criteria and application guidelines.
- **Part II** contains the application forms.

Application Components

Applications must be submitted on 8 ½ x 11" paper, single sided using no less than 12-point type and one-half inch margins. Faxed or e-mailed copies of applications will not be accepted. Pages should be numbered consecutively and be limited to the maximum allowed for ease during the review process. Applicants are not required to fill the maximum number of pages allowed. Readers will not consider pages submitted beyond the number requested.

Applications postmarked after May 26, 2006 will not be accepted.

Mail the original and three copies of the completed application(s) to:

Office of Public Instruction
Health Enhancement Division
School Anti-Tobacco Program
Attn: Donell Rosenthal
PO Box 202501
Helena, MT 59620-2501



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Part I - General Information and Criteria

Introduction

The Office of Public Instruction, (OPI) has partnered with the Montana Department of Public Health and Human Services to solicit a competitive application for school districts to implement innovative school-based tobacco use prevention projects. The total amount available from master tobacco settlement dollars for grants to schools for school year 2006-2007 is \$375,000. Awards may be granted for a three-year period contingent upon availability of funds. An annual renewal application process will be required. The OPI estimates it will make awards ranging in size from \$5,000 to \$20,000 based upon student/community population and geographic equitability.

Eligibility Criteria

All schools are eligible to apply, however only one project will be awarded per school district.

Project Year

Projects will have an effective date of July 1, 2006 through June 30, 2007.

Purpose of Funds

The purpose of the collaborative funding is to expand and strengthen the capacity of local education agencies through partnering with students, families, and community organizations to implement, maintain, and/or enhance school-based tobacco prevention projects.

Allowable Activities

Grantees are limited to providing activities within the following school and community-based collaborative activities:

- Work to adopt, implement, and enforce the provisions of a comprehensive tobacco-free school policy;
- Increase the number of students involved in local youth tobacco prevention and cessation activities;
- Develop and maintain student advocacy and peer mentoring programs;
- Promote cessation programs;
- Media literacy;
- Provide training to persons responsible for tobacco use prevention education;
- Implement age-appropriate and evidence-based tobacco prevention curricula; through collaboration with partners and stakeholders;
- Conduct the School Health Index (including the tobacco component); and
- Signage (durable, consistent signage for schools to display the requirement of state law).



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Unallowable Activities

Costs must be necessary for the efficient conduct of a program, reasonable, and not otherwise restricted by statute or regulation.

In general, the following prohibitions apply to projects supported under the grant program:

- Promotional items and memorabilia including models, gifts, and souvenirs, T-shirts and hats, gadgets and other items not necessary for the prudent operation of the program.
- Entertainment costs, including amusement, diversion, social activities and any costs directly associated such as tickets to shows or sports events, meals, alcoholic beverages, lodging, rentals, transportation and gratuities.
- Purchase of equipment must be integral and necessary for the project;
- Construction is prohibited;
- Land acquisition is prohibited;
- Supplanting is prohibited;
- Consultant costs are limited to \$450 per eight hour day;
- Indirect costs are allowed but must be set at the indirect cost rate of the local education agency that is the applicant agency or is partnering with the applicant agency; and
- Proposal development or planning costs are not allowable.

PRIORITIES

Proposals to establish innovative school-based programs, particularly those that support peer education, to prevent the onset of tobacco use among youth as well as promote cessation among students who are already addicted to tobacco are strongly encouraged.

Applicants should provide specific evidence of community collaboration in and support for the school-based anti-tobacco use efforts being proposed. Describe how the proposed project will continue to involve joint participation of school, family, and community groups in planning and implementing the project. Specifically describe partnership activities with existing school student organizations and local tobacco free coalitions/groups if applicable. List the name of each school/community partner, provide contact information for the organization, and describe the role, involvement, and other assistance/contributions they will provide in attaining the goals of the project.



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Successful applicants will submit work plans to address at a minimum of one or more of the following priority areas:

- **Policy**

Promote the adoption of tobacco-free school policy consistent with CDC's *Guideline's for School Health Programs to Prevent Tobacco Use and Addiction* and provide collaborative strategies for implementing and enforcing the policy. (A tobacco-free school policy would include a ban of all tobacco products on school campuses; a clear no-use statement at all times and for all students, staff and other individuals visiting or using the school or any of its property; a ban on tobacco advertising on school property, at school functions, or in school publications; enforcement provisions; and support for classroom-based tobacco education.)

- **Classroom Instruction**

Promote school health programs to unify health curriculum and to ensure availability and use of comprehensive evidence-based curricula inclusive of tobacco use prevention. Provide anti-tobacco education lessons in primary school beginning in kindergarten and increase intensity and duration through 12th grade. Integrate knowledge about the short and long-term negative physical and social influences and consequences of tobacco use, peer attitudes and norms, and refusal skills.

- **Peer Mentoring and Advocacy**

Empower youth to become involved in utilizing innovative educational strategies, such as media literacy to help students and adults learn how to interpret and evaluate tobacco advertising, promotion and marketing campaigns. Develop tools to assist students in mentoring other youth to prevent the use of all types of tobacco and support fellow students in trying to quit tobacco use.

- **Community Collaboration**

Educate students, parents, school faculty, administrators and boards about the tobacco industry's presence and promotion in schools and the community and involve them in activities to decrease tobacco promotions and advertising. Coordinate school anti-tobacco efforts with community coalition/organizations during tobacco holidays (i.e., Red Ribbon Week (October), Great American Smoke Out (November), Through With Chew Week (February), Smoke free Communities Week (March), Kick Butts Day (April), and World No Tobacco Day (May)).

- **Cessation**

Develop tools that youth and people of all ages can utilize in stopping the use of all forms of tobacco including peer mentoring and support programs.

- **Surveillance**

Assess tobacco advertising and promotions in schools and other community venues. Assess all forms of tobacco use and cessation attempts by students and their family members.



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Part II - Application Forms

COVER SHEET

Applicant

☐ Elementary School

☐ Middle/Jr. High School

☐ High School

District program? (Y/N) _____ School-wide program? (Y/N) _____

Estimated students served: _____ Estimated adults served: _____

Operating Hours (check all that apply): ___ After School ___ Weekend ___ Summer ___ Before School

Name

Federal Employer/Payee ID/ Legal Entity No.

Mailing Address

City

State

ZIP Code

Telephone

Fax

E-mail

Project Director

Name

Title

Mailing Address

City

State

ZIP Code

Telephone

Fax

E-mail

The authorized representative certifies that the general information and criteria in Part I in which this district participates are accepted as the basic conditions for local participation and assistance in the operation of the project.

Authorized Representative Signature

Date

Total Grant Funds Requested \$ _____

OPI Use Only

Date

Received: ____/____/____

Project Number: _____

Project Approval: _____

Amount Awarded: \$ _____



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PROGRAM NARRATIVE

(5 pages maximum)

Applicants should organize the information in their application in the following manner.

a) *Needs Assessment* (15 points)

The narrative must show a direct connection between your identified needs and the activities you intend to implement. Identify the needs that your proposed project will address and how these needs were identified. The needs you identify must be quantifiable with objective data. Applicants may use data from youth surveys (e.g., Montana Youth Risk Behavior Survey school/district specific data, Montana Prevention Needs Assessment school/district specific data) or from other qualified sources such as school discipline records on tobacco issues or law enforcement data on tobacco possession violations by minors.

b) *Project Design, Goals, Objectives and Activities* (30 points)

Identify outcome objectives that are based upon a thorough assessment of objective data about the proposed project. Correlate desired outcomes to the performance indicators used to measure whether your desired outcomes are being reached.

Describe the proposed work plan in the sample format located in Part II. The table correlates the **performance indicators** to the specific **data and data sources** used to objectively measure the projects impact. The **program activities** you list must directly address the needs you identified and be clearly capable of producing your desired outcomes. Finally, the **assessment questions** should determine if the activity you propose will be worthwhile in helping your overall program achieve your desired outcomes.

c) *Project Evaluation* (10 points)

Describe your plan for evaluating the success of the project and how evaluation results will be used. Your evaluation plan should clearly show the capacity to measure the overall achievements of your work plan. The plan must be doable and must be capable of evaluating whether or not you made progress toward achieving your desired outcomes. Describe when and what types of data will be gathered, analyzed, and how information will be used to refine, improve, and strengthen the program or activity.

Grantees will be required to submit an interim progress report due January 15, 2007 and a final program report due July 1, 2007. Reports will include the project purpose and objectives, scope or limits, date the project began, date the project is scheduled to be completed, people or organization working on the project and people



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or organization for whom the project is being done. Reports will also be required to document what problems or obstacles, if any, have arisen and describe solutions to address them in addition to how the project is going in general.

d) Management Plan (20 points)

Describe the plan to achieve the objectives of the proposed project on time and within budget, including clearly defined responsibilities, timeline, and milestones for accomplishing project tasks. Describe the role and responsibility of all key staff and provisions for staff development and training. Include methods of accepting input from constituency groups and how the information will be used to refine the program.

e) Project Sustainability/Replication (10 points)

Address the issue of planning for sustainability after the grant period and elaborate upon how your school district and partnering organizations will assist in sustaining the project.

f) Budget (15 points)

Complete the budget page template and duplicate as necessary. Be sure to include a total amount at the end of the budget. Applicants may include indirect costs (if the district has an approved rate on file with the OPI) as well as reasonable grant administration costs. (An example of how to calculate indirect costs can be found on the back of this page.) Show how appropriate resources and personnel have been carefully allocated for implementation and maintenance of the program. Describe how costs are reasonable in relation to the number of persons to be served and to the anticipated results and benefits. Describe how other resources will be leveraged to gain the most benefit to the project. Note: Although you are encouraged to describe auxiliary goods and services provided by other sources, DO NOT include such items within the budget or include them on the budget form.

SELECTION PROCESS

A peer review process will include: assessment of each component, overall project design, compliance with the requirements of the principles of effectiveness, and general quality of the completed application based on a point system noted below.

TOPIC	MAXIMUM POSSIBLE POINTS
Needs Assessment	15 POINTS
Project Design, Goals, Objectives, and Activities	30 POINTS
Project Evaluation	10 POINTS
Management Plan	20 POINTS
Project Sustainability/Replication	10 POINTS
Budget	15 POINTS
Total	100 POINTS

Example Indirect Cost Calculation

To calculate Indirect Costs on Line 4: If approved rate is 4.32% and total grant award is \$40,000 and equipment cost on Line 5 is \$5,500:

$$\frac{\text{Indirect Cost Rate}}{(1.00 + \text{Indirect Cost Rate})} \times \text{Total Award less Equipment (Line 5) } (\$40,000 - \$5,500) = \text{Line 4}$$

$$\frac{.0432}{1.0432} \times \$34,500 = \$1,428.68 \text{ (Line 4)}$$

To check, multiply the approved rate times Line 3.